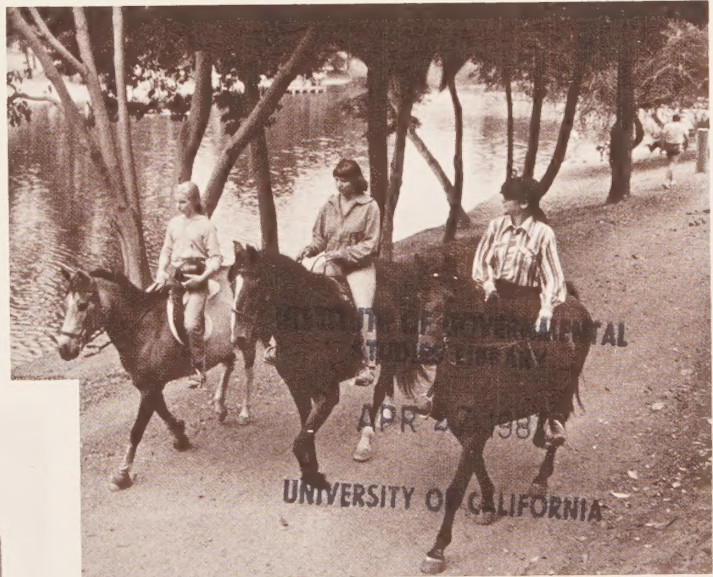


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# FULLERTON



**The city  
for all  
reasons ...**

# FULLERTON

## A Good Place to Be

Situated along the fringe of the California coastal plain, the City of Fullerton with its gently rolling foothills covers 22 square miles within the heart of the new Southern California population center about 20 miles southeast of Los Angeles. Only 17 miles from the sea, Fullerton enjoys a mild Mediterranean climate and soothing ocean breezes that give the city an average daily high temperature of 76.3 degrees.

A well-integrated and entirely autonomous city—having neither succumbed to urbanization nor rural status—Fullerton today is well-balanced among people, homes, churches, schools, service establishments, recreational facilities, industrial and commercial ventures.

Concern for the city and its quality of life, and a determination to make Fullerton "a good place to be", characterize the reasons behind its development as one of Southern California's most beautiful and prosperous cities.



## Transportation

Business and industry locating in Fullerton have access to a wide variety of transportation alternatives.

Passenger service is available from the Orange County Transit District (OCTD), its Dial-a-Ride taxi service and Amtrak. The **Fullerton Transportation Center**—hub of the local and regional network—is a major transfer point for OCTD buses, and is one of the finest stops along Amtrak's Los Angeles-to-San Diego run.

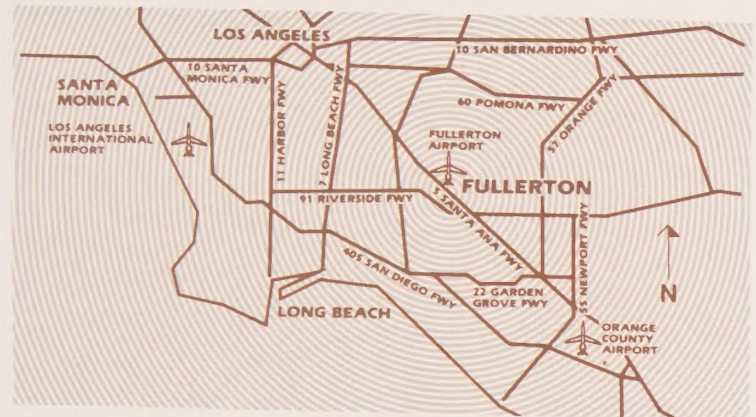
The **Fullerton Municipal Airport**—second largest in Orange County—handles over 250,000 arrivals and departures each year. For airplane owners it can provide a time-saving alternative to John Wayne or Los Angeles International Airports.

Over 600 regional trucking lines, plus the Union Pacific, Southern Pacific and the Atchison, Topeka & Santa Fe Railroads serve Fullerton's major industrial centers. The city is also conveniently cradled by the Orange, Riverside and Santa Ana Freeways—the primary links with the rest of Orange County and Southern California.

## An Environment for Learning

The quantity and quality of Fullerton's educational resources reach every resident in the community, providing a healthy, challenging environment in which to grow.

Five accredited colleges and universities, eighteen public elementary schools, six high schools and eighteen private schools distinguish Fullerton as an educational center within Orange County. Academically, Fullerton primary school students consistently rank above the national norm, with over 80% of its high school district graduates entering institutions of higher learning.



**California State University at Fullerton** offers 82 fully accredited degree programs—32 of them at the graduate level—to 23,000 regular and 18,000 extended program students. **Western State University**, California's largest College of Law, offers day, evening and weekend programs of study leading to the Juris Doctor degree and Certification for the California Bar Examination. The College's in-house legal clinic provides the public with legal counsel and reference services. A Doctor of Optometry degree is conferred at the **Southern California College of Optometry**. The school's Optometric Center is open to the public for eye care, vision exams and vision therapy. **Pacific Christian College** provides a diverse four-year curriculum in Christian education, management, psychology, and music.

The oldest continuous community college in California is **Fullerton College**—established in 1913—where 22,000 students take college level classes leading to Associate of Arts degrees.

Both Cal State University and Fullerton College have strong continuing education programs offering adults and non-students a wide range of trade, technical and business courses.

Fullerton's libraries offer exceptional national and international reference research resources and services to the business community and residents.

The **Fullerton Public Library** sponsors programs for children, reading programs for the blind and captioned films for the deaf as well as magazines, records, cassettes, films, newspapers, and government reference publications—making it a well-rounded source of information and entertainment.

**Western State University College of Law** offers an extraordinary 24-hour-a-day, 365 day-a-year law library. The California State University, in addition to its own half-million volume library, provides inter-library reference service on a fee basis to non-students.



# The city for all reasons



## Cultural Arts

The arts are well represented in local galleries by a wide range of art collections and exhibits.

The **Museum of North Orange County** entertains visitors with famous exhibits ranging from ancient art and history to futuristic collections. **The Gallery at Cal State Fullerton** maintains a collection and library of nationally recognized artists.

Fullerton is also home to a number of private galleries displaying works of accomplished regional and national artists. The annual "Night in Fullerton" festival highlights both public and private art and cultural attractions in the city.

Fullerton's cultural heritage, however, is best represented by the **Muckenthaler Center**. Built in the 1920's and listed in the National Register of Historic Places, the mansion attracts over 40,000 visitors each year with an exceptional variety of exhibits and cultural activities. Each summer the Muckenthaler Center's "Theater on the Green" offers four productions including musicals, popular theater, and selections from the classics to capacity crowds under the stars.

The **Fullerton Civic Light Opera**, Cal State Fullerton and Fullerton College delight Orange County audiences with major stage productions throughout the year.

## History of Fullerton

In 1887, George and Edward Amerige founded the town and named it after railroad executive George H. Fullerton, who had been instrumental in bringing a rail line to the area. Incorporated in 1904, Fullerton grew steadily through the 20's, and with the advent of the Valencia orange industry, booming oil production and related businesses, it prospered and became a major population center for Orange County. Fullerton's industrial base was assured during the 1930's and 40's with the development and growth of the Val

Vita Company—which was to become Hunt/Wesson Industries in 1943.

A housing boom started in 1947, and continued right through the 70's. By 1980, the city's population had topped 100,000. Other post-war development included extensive manufacturing expansion and construction of a major state university—Cal State Fullerton.

Today Fullerton is still growing—a full service community, proud of its heritage and its vision for the future.

## Recreation

A nationally-recognized "Tree City", Fullerton offers recreational opportunities to residents and visitors in 46 separate park areas.

The most notable—**Independence Park**—offers exceptional facilities, including an Olympic-size pool, indoor and outdoor racquetball, a gymnasium, and special accommodations for the handicapped.

Equestrian trails, unique to much of Orange County, converge at the 28-acre **Laguna Lake Park**, which features an equestrian center, fishing, picnic facilities and summer day camps for children.

Of special interest is the **Fullerton Arboretum**. The result of public and private teamwork, its 1894 restored Victorian home—Heritage House—and grounds house more than one thousand plant specimens. Each year 69,000 people (including 11,000 school-age children) explore the carnivorous plant bog and marvel at the waterfall and lake.

Fullerton is equidistant from a variety of regional attractions including beaches, mountains, ski resorts, and the Metro Los Angeles entertainment centers. Parks such as Disneyland, Knotts Berry Farm and Lion Country Safari are only minutes away. The California Angels and the Rams play all their home games in a stadium located just 10 minutes from downtown Fullerton.



## Population

Fullerton is the fifth largest city in Orange County, with recent census figures indicating that 103,500 people have made it their home. After a period of maximum population growth occurring between 1950 and 1960, the city's population has since been increasing by about 1000 people per year. Distribution by age shows that 36.8% of the population are from 25-49 years of age, 15.4% fall between 18-24 years of age, and a substantial 20.8% are age 50 and over.



## Housing

A diverse mix of housing opportunities in terms of heritage, style, tenure, and location make up the city's 40,000 dwelling units. Single family homes account for well over half of the city's residences. Condominiums and town homes account for another 9% and apartment units—many found close to the California State Campus—make up 36%.

The average single-family home costs about \$142,000, with prices ranging from \$75,000 to estate range. Apartment rents range from \$350 to \$700 per month and a large number of condominiums and town homes are available for lease.

Outside of Fullerton proper, new housing units are also available for sale in surrounding communities. Two freeways, the (57) and the (91), border Fullerton on the east and south, providing easy access from other communities.



## Shopping and Dining

Twelve strong neighborhood shopping centers now serve Fullerton residents. The City's major shopping area includes the regional **Orangefair Mall** and 550,000 sq. ft. of additional retail, financial and restaurant space existing and planned for development. Fullerton residents are also within a 15 minute drive of five other regional shopping centers and malls.

Dining in Fullerton can be a delightful experience in a wide variety of individually owned and operated fine restaurants and unique luncheon spots, as well as both family and nationally known chain restaurants.

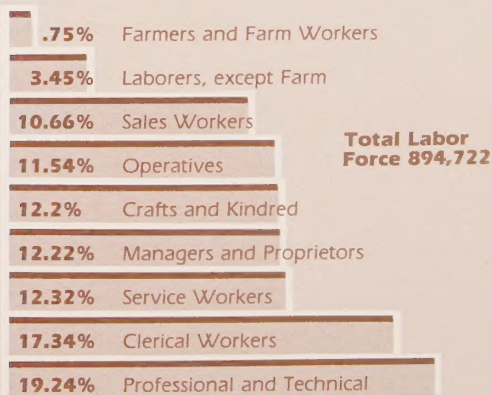
## Hospital & Medical Services

Two hospitals provide the community with a total bed capacity of 360. The City is fortunate to have the excellent services of **St. Jude Hospital and Rehabilitation Center**, the largest facility of its kind in North Orange County. The hospital provides the most advanced rehabilitation facilities for treatment of victims of stroke, cardio-vascular disease, and other diseases. The center is also active in community health education.

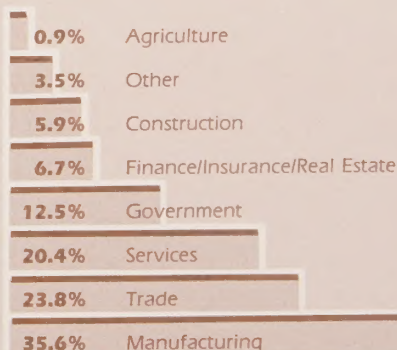
**Fullerton Community Hospital**, from its convenient location in central Fullerton, provides additional medical services.

Besides institutional facilities, Fullerton is home to over 200 medical doctors and surgeons, 100 dentists, and 25 optometrists and chiropractors. Over 640 beds are available in skilled nursing homes.

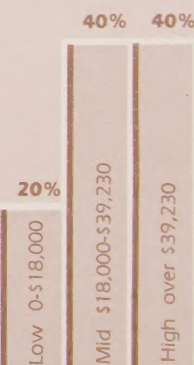
### Labor Characteristics Orange County 1980



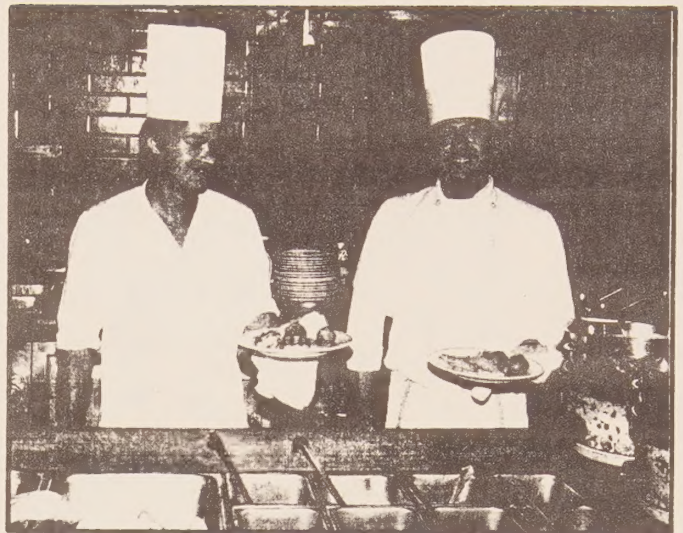
### Employment by Industry Orange County 1980



### Household Gross Income Fullerton 1980



# 10 reasons why Fullerton is a great place for RESTAURANTS



## 1 **A solid population base with a good growth rate**

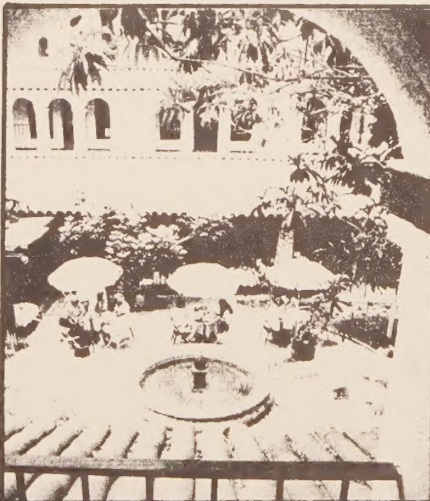
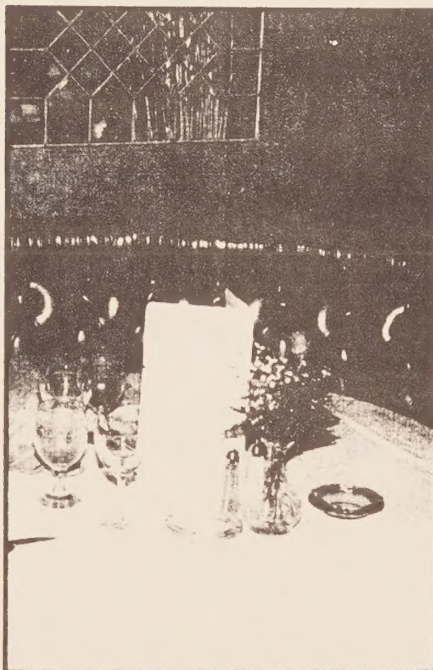
Fullerton is a substantial population center in its own right and is centered within the major population center of north Orange County. Fullerton is home to almost 103,000 people, according to the 1980 census, and that number is expected to grow to 110,000 by 1990 — an increase of nearly 8%. It is estimated that over 469,000 persons live within a four mile market radius of Fullerton. Over 240,000 persons live within a two mile area.

## 2 **A high percentage of upper income households**

Orange County is known nationally for its high proportion of upper income households. The City of Fullerton ranks third out of Orange County's 11 cities in terms of median household income. Annual per capita food sales exceed the Orange County average of \$536.

## 3 **The right demographics for restaurants**

Seventy-three percent of Fullerton's residents are age 18 or older. Of that group, 15.4% are between 18 and 24, 36.8% are between 25 and 49, and 20.8% are aged 50 and older.



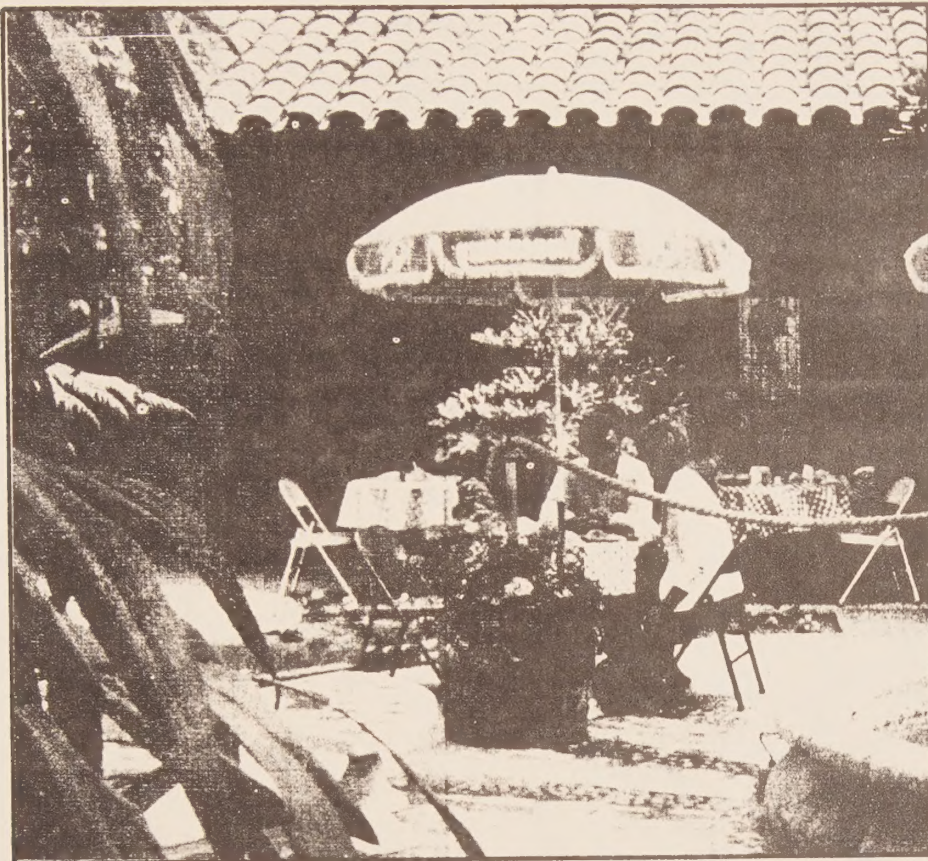
The average Orange County and Fullerton worker is a highly trained professional, and it is estimated that 32% of County and Fullerton workers fall under the "high income-professional or technical" category. Residential densities in Fullerton census tracts range from about two to 18 dwelling units per residential acre. Overall, Fullerton averages 5.5 dwelling units per residential acre, fairly dense by Orange County standards.

## 4 **Excellent potential for early week and luncheon sales**

Because of Fullerton's balanced distribution of commercial, office, industrial, and residential land uses, there exists an excellent potential for sales early in the week and at lunch. Residential areas are located throughout the city and adjacent to all commercial/retail centers. Also, the Fullerton area is an office node in Orange County, and its thousands of professional and technical employees lunch daily in the city.

## 5 **Major county thoroughfares provide easy access**

Three freeways and no fewer than seven multi-lane surface highways provide access to Fullerton from surrounding communities. Convenient auto access is supplemented



by Orange County Transit District bus service. Regional rail service is provided through Amtrak.

## 6 **Close proximity to nearby shopping, lodging, and entertainment centers**

In addition to the city's regional shopping center and 11 neighborhood centers, the city is within 5 minutes driving time of no less than five other regional shopping malls. Fullerton is home to two major hotels (Holiday Inn and Griswold's Inn), and over 900 rooms are available within four miles of the city limits. Most are adjacent to the Disneyland theme park, located just south of the city.



## 7 **Better than average liquor license availability**

Although beer and wine licenses are available at any time, in California, liquor license availability is determined primarily by a County's growth rate in population. Each year Orange County holds a lottery for its allocation of new licenses. Licenses secured in this fashion would cost a restaurateur \$6,000. Liquor licenses are also available through private sale, and it is estimated that a permit purchased in this fashion would cost from \$38,000 to \$45,000. Orange County, as one of the state's fastest growing areas, consistently awards the maximum number of licenses possible.

## 8 **We work with you**

The City of Fullerton is organized under a council/manager form of government with the City Council

setting policy and the City Manager carrying out that policy. The City staff is ready to assist with permit processing. Processing time for new, major development projects usually takes about 60 days maximum. Conversion or adaptation of existing structures may require as little as 21 days. Building plan checking is coordinated through a single plan processor, and Fullerton does outside contracting to avoid overload and excessive delay to the developer. A 1980 survey of Orange County's cities revealed that Fullerton's plan processing times were among Orange County's fastest.

## 9 **We're a growing market waiting to be filled**

Fullerton is currently underserved in dinner house and fine dining outlets. And Fullerton's existing demographic makeup and projected population growth, coupled with over 45,000 students enrolled in the City's five institutions of higher learning, creates an exciting market for new restaurant operations.

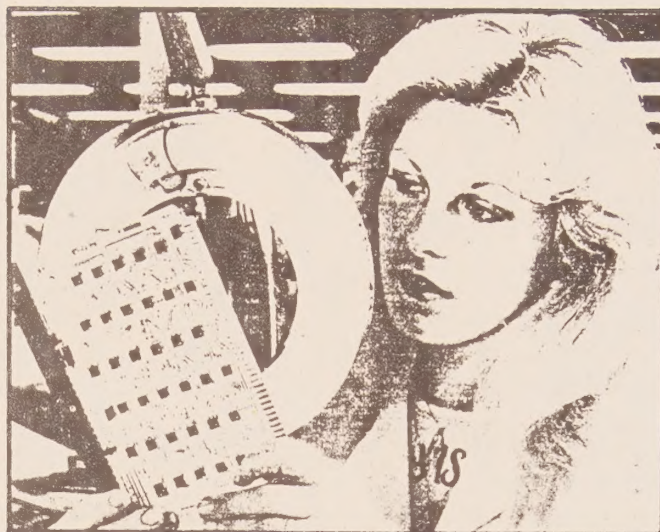
## 10 **And there's more . . .**

The City maintains an up-to-date listing of available properties throughout the city. Specific information maintained for each site includes:

- Ownership
- Access
- Topography
- Dimensions and area
- Traffic counts
- Utility locations
- Surrounding properties
- Zoning and parking requirements

For more information please contact Mr. William C. "Bill" Winter, City Manager and chairman of Fullerton's Economic Development Committee, at (714) 738-6310, or write in care of City Hall, 303 W. Commonwealth Avenue, Fullerton, California 92632.

# 10 reasons why Fullerton is a great place for **HIGH TECHNOLOGY**



## **1** We're the "natural" choice.

A review of site selection literature will show that cities, counties, states, and foreign countries are out there dangling every kind of incentive imaginable, all trying to lure clean, high-paying, high-technology firms to their areas. Fullerton offers attractive incentives too, but we think our natural advantages are more important and speak for themselves. No flashy razzmatazz, just good solid business reasons to locate your next plant in Fullerton.

## **2** We have a large pool of trained workers

Fullerton draws its work force from all over Orange County. One third of Orange County's manufacturing employment consists of professional, technical, managerial, and related occupations. The availability and quality of technical and professional

workers in the Fullerton/Orange County area is well known. In addition to managerial workers, Orange and nearby counties provide one of the nation's largest skilled labor pools. Workers' wages are highly competitive with surrounding counties. Manufacturing production workers in Orange County earned \$7.15/hour on average during 1980. Industry satisfaction with Orange County's workers is evidenced by the existing concentration of high technology industry in the county.

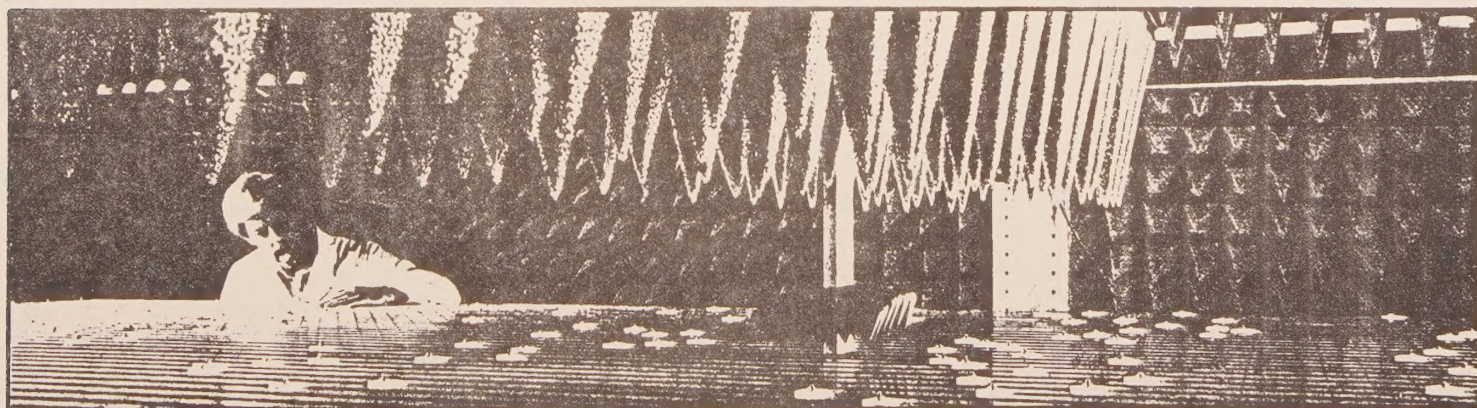
## **3** We offer educational opportunity and support.

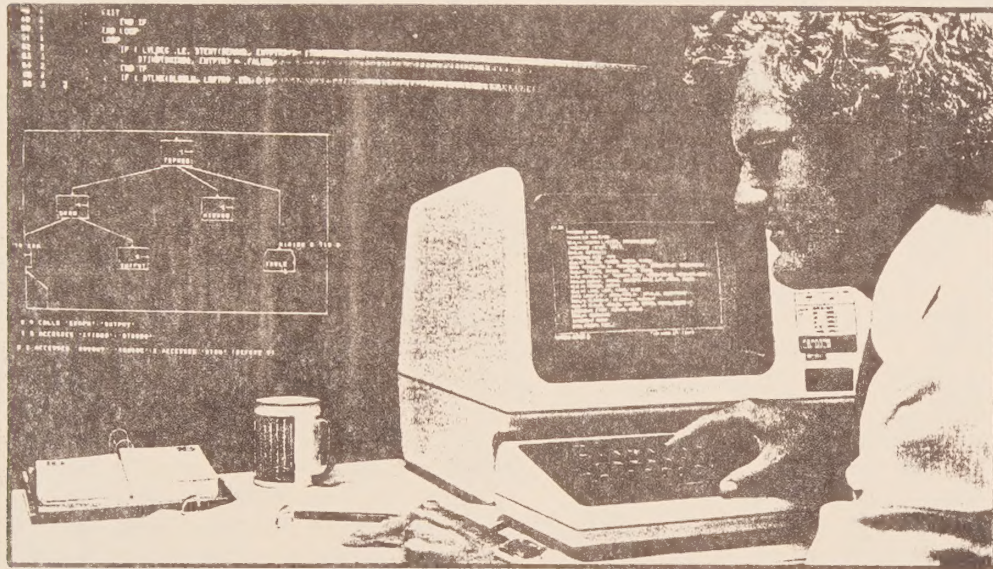
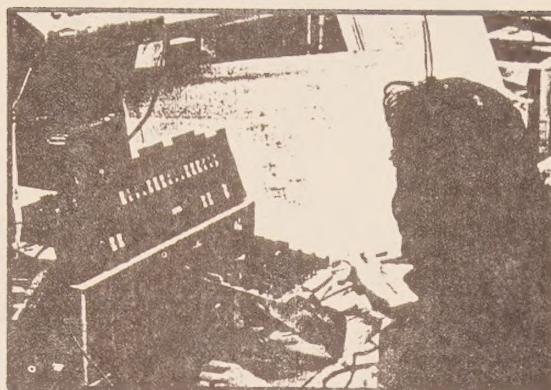
Fullerton provides excellent access to institutions of higher learning. California State University at Fullerton offers undergraduate and graduate coursework in the Engineering Sciences and offers Orange County's only M.B.A. program fully accredited by the American Association of Collegiate

Schools of Business. Fullerton College offers programs in various electronics and engineering disciplines including technical electronics, industrial drafting, and a wide variety of engineering disciplines. Just north of Fullerton, the California State Polytechnic University at Pomona lists programs in electrical and electronics engineering, as well as aerospace, chemical and materials, industrial and manufacturing, and mechanical engineering.

## **4** We have access to major county thoroughfares

Three freeways and no fewer than seven multi-lane surface highways provide access to Fullerton from surrounding communities. Convenient auto access is supplemented by Orange County Transit District bus service. Regional passenger rail service is provided through AMTRAK.





Photos courtesy of Hughes Aircraft - Ground Systems Group, Hewlett Packard

## 5 We maintain an inventory of available industrial sites

The City maintains a constantly updated list of Fullerton's available industrial sites. Specific information maintained for each site includes:

- Ownership
- Access
- Topography
- Dimensions & area
- Traffic counts
- Utility locations
- Surrounding properties
- Zoning and parking requirements

## 6 We offer many amenities

Fullerton offers a wide range of local amenities including excellent proximity to the full range of cultural and recreational attractions found in the Los Angeles/Orange County area. Fullerton's central location permits easy access to housing,

shopping, and recreational opportunities. The City's hospital and medical services are well established. Please refer to the accompanying portfolio for further details concerning these items.

## 7 The weather is great

Fullerton's mild Mediterranean climate will keep heating and cooling costs low, and save wear and tear on buildings and equipment. Down time and lost productivity due to inclement weather will be kept at a minimum.

## 8 We're in the center of a huge housing market

Fullerton is an easy commute from a number of nearby housing developments in adjacent Los Angeles, Riverside, and San

Bernardino counties, in addition to the housing opportunities found in both north and south Orange County. Although housing is generally considered a problem these days, Fullerton offers a full range of housing types, styles, and price ranges, from historic California bungalows, to estate size houses; from housing coops to luxurious condominiums; from duplexes to large apartment complexes.

## 9 We work with you

The City of Fullerton is organized under a council/manager form of government with the City Council setting policy and the City Manager carrying out that policy. The City staff is ready to assist with permit processing. Processing time for new, major development projects usually takes about 60 days maximum. Conversion or adaptation of existing structures may require as little as 21 days. Building plan checking is coordinated through a single plan processor, and Fullerton does outside plan check contracting to avoid overload and excessive delay to the developer. A 1980 survey of Orange County's cities revealed that Fullerton's plan processing times were among Orange County's fastest.

## 10 We have some of the best technology companies here already

Major companies like Hughes, Beckman Instruments and Hewlett Packard already located here are proof that Fullerton may be a great place for your business, too. Give us a try!

For more information please contact Mr. William C. "Bill" Winter, City Manager and chairman of Fullerton's Economic Development Committee, at (714) 738-6310, or write in care of City Hall, 303 W. Commonwealth Avenue, Fullerton, California 92632.

# 10 reasons why downtown Fullerton is a great place for **BUSINESS**

## **1** *Downtown Fullerton is centrally located*

Located in the heart of Fullerton, downtown is the geographic hub of the north Orange County population center. The City is home to almost 103,000 people according to the 1980 census. That number is expected to grow to 110,000 by 1990 — a projected increase of nearly 8%. It is estimated that over 469,000 persons live within a four mile market radius, and over 240,000 persons live within a two mile market area of downtown.

## **2** *You've got public sector commitment*

The Fullerton Redevelopment Agency has made its commitment to downtown Fullerton through construction of over 3 million dollars worth of new sidewalks and pedestrian areas using brick and decorative concrete. Lush landscaping, designer traffic signals, and 1920's style street lights provide the backdrop for new development.

To the south, adjacent to downtown, construction of the Fullerton Transportation Center is moving toward completion. The center will provide multi-modal transportation access to the downtown via AMTRAK, Orange County Transit District bus lines, private automobile, and bicycle.

## **3** *You've got private sector confidence*

To date, a number of private projects have been completed in downtown Fullerton. American Savings and Loan recently opened its 2 million dollar office/commercial plaza. Across the street, Bank of America has moved into its new \$2 million downtown branch. Both projects are built in styles reminiscent of the 1920s. Extensive rehabilitation of the Villa Del Sol commercial/office complex was recently completed. The 5 story, 60,000 sq. ft. Chapman Bldg. is being renovated and restored to its 1923 splendor. Upon completion, this commercial/office project will be listed in the National Register of Historic Places. The National Register-listed U.P. Depot will

become a major dinner restaurant, and several new or rehabilitated buildings will be available for office use within the next 12-18 months.

## **4** *Downtown is a place to do business with style*

We're creating a new business address with a real sense of style! Designed with the pedestrian in mind, improvements in the downtown area feature a walkway network with generous landscaping and increased lighting. Former alleys have been transformed into an exclusive pedestrian system linking offices and businesses with adjacent parking areas. New and rehabilitated office/retail spaces model architectural styles of the 20s and 30s.





## **5** *Downtown development will continue to maintain a hometown flair*

Downtown Fullerton was a bustling center for commerce during the boom years of the 1920s. Charles C. Chapman, the City's first mayor, had just completed construction of a five story office building on the corner of Wilshire Avenue and Harbor Boulevard. It was said to be the tallest office building in all of Orange County. Across Spadra Road (Harbor Boulevard) stood the new California Hotel, a source of community pride. The 20s were heady times for Fullerton; a time when local families made new fortunes in the orange, oil, and real estate businesses . . . the Fullerton Redevelopment Agency is attempting to recreate the look and feel of that earlier era in the redevelopment program for the downtown.

## **6** *There are financing and tax advantages for the astute investor*

Deferred commercial loans are available on a matching basis in amounts up to \$22,500 to encourage private rehabilitation efforts. Eligible projects must include exterior rehabilitation, but may cover the cost of remodeling unused or underused upper floor areas. Free architectural services are also included as a feature of this program. In addition to the loan program,

recent federal tax legislation could result in a 15-20% tax credit for allowable costs incurred in rehabilitation of an existing structure. Applicability of the credit is dependent upon characteristics of the property being rehabilitated.

## **7** *We have the space and the price is competitive*

New and existing office and retail space in the downtown area is available for both sale and lease. Lease prices are competitive. The City maintains an up to date listing of available properties in downtown Fullerton. Specific information maintained for each site includes:

- Ownership
- Access
- Topography
- Dimensions & area
- Traffic counts
- Utility locations
- Surrounding properties
- Zoning & parking requirements

## **8** *You have a mass transportation link to Southern California right next door*

The Fullerton Transportation Center, probably the most exciting project in central Fullerton, will be a dynamic combination of shops, restaurants, and offices accessible by train, bus, auto, or bike. The center will provide passenger rail

access via AMTRAK, and bus access will be provided through Orange County Transit District's bus plaza.

## **9** *You'll be a part of a master planned business/residential center*

The objective of the downtown improvement plan is to encourage development of new office space, new restaurants, and new retail outlets to serve a growing daytime population in the downtown area. The Agency also has programmed funds to assist with development of new housing opportunities in the heart of downtown.

So, whether you're looking for new office space or a new development project, downtown Fullerton has a lot to offer. Master planning, design review, and public and private commitment make downtown Fullerton a great location for investment in a new office, restaurant, or retail business.

## **10** *We work with you*

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# The city for all reasons

## Look Who's Here!

Industry has always taken a great interest in Fullerton because of its successful, well-balanced blend of homes and businesses. It is the second largest manufacturing employment area in Orange County (42% industrial employment), yet it remains an ideal place to live with clear skies and tranquil neighborhoods.

Diversity is also apparent among the over 2000 manufacturing and business concerns...no single industry predominates. The largest manufacturing firms, such as Hughes Aircraft, Beckman Instruments, Hunt-Wesson and Kimberly Clark, each employ from 650 to 5000 persons. Smaller businesses range from one-man shops to stores with 10 employees. Businesses of all types and sizes have found a home in Fullerton.

## Let Us Give You More Reasons To Consider Fullerton

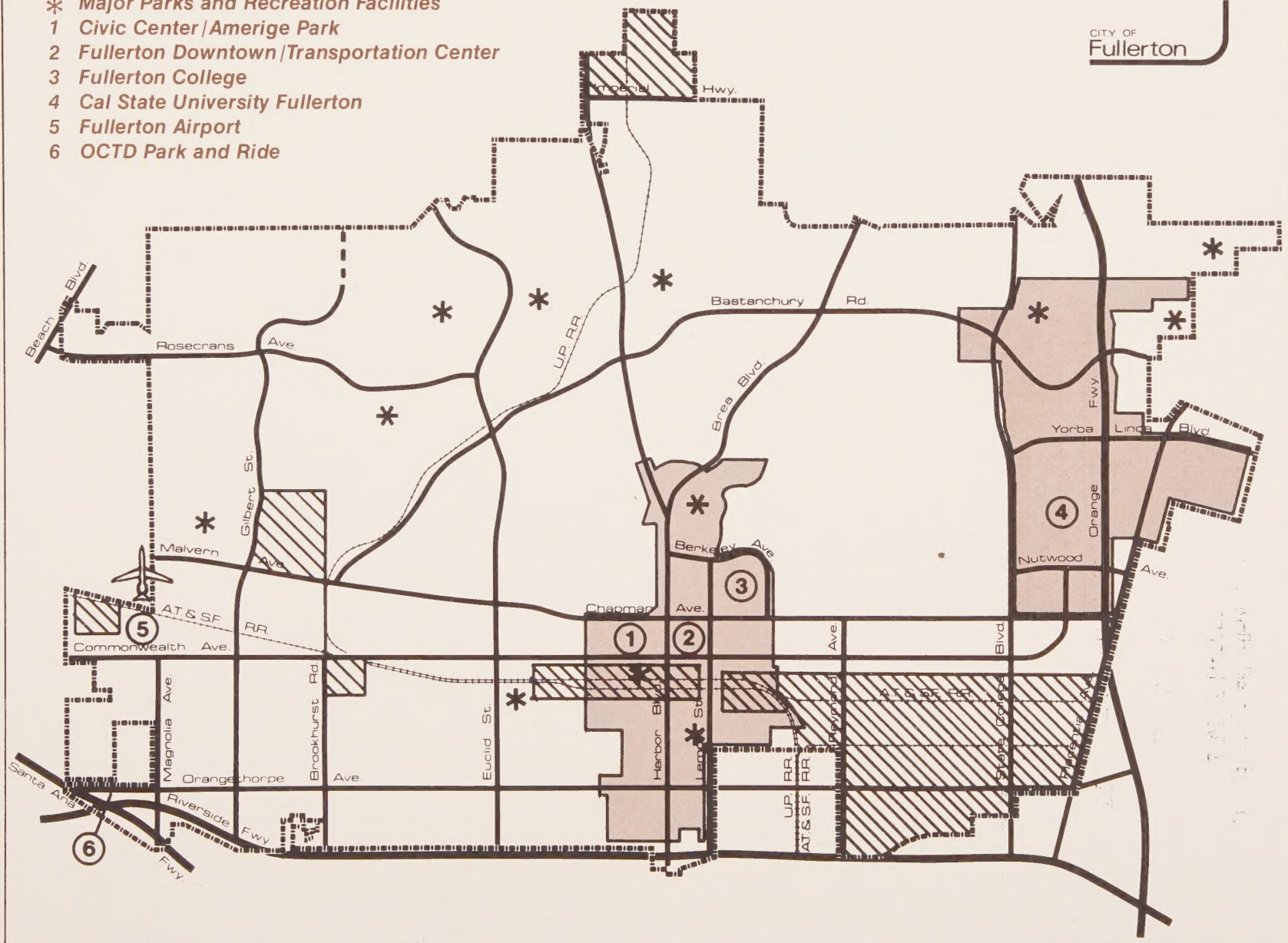
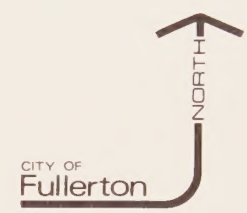
For more information, please contact our City Manager, William C. "Bill" Winter, who chairs Fullerton's Economic Development Committee. Established to help attract new business to the city, the committee draws its members from the City of Fullerton, the Fullerton Redevelopment Agency and the Chamber of Commerce. You may contact Mr. Winter at (714) 738-6310, or write in care of City Hall, 303 W. Commonwealth Avenue, Fullerton, California 92632.

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# Highlights

- Redevelopment Activity Areas**
- Major Industrial Areas**
- \* Major Parks and Recreation Facilities**
- 1 Civic Center/Amerige Park**
- 2 Fullerton Downtown/Transportation Center**
- 3 Fullerton College**
- 4 Cal State University Fullerton**
- 5 Fullerton Airport**
- 6 OCTD Park and Ride**



Photos on front cover (clockwise from lower left): Western State University College of Law, Brushers Center, Hunt Wesson Foods, Inc. Corporate Headquarters, Laguna Lake Park, Equestrian trails. Photos by Fullerton Daily News Tribune, Redevelopment Agency. Image Productions. Designed by Image Productions. Fullerton, 1982.